

Vaccination Program for the City of Little Rock

Background

The American Rescue Plan Act of 2021 provides fiscal relief funds to State and Local governments to mitigate the continuing effects of the COVID-19 pandemic, and the City of Little Rock received its first tranche of funding in the amount of \$18,856,700.50 in May 2021.

On August 3, 2021, the Little Rock Board of Directors passed a resolution stating the primary intended uses for the first tranche, including \$700,000 to mitigate and prevent the further spread of COVID-19 in the City of Little Rock by providing eligible vaccination incentives to members of the public.

According to guidance issued by the United States Treasury Department, vaccine incentive programs must be reasonably expected to increase the number of people who choose to get vaccinated or should motivate people to get vaccinated sooner than they otherwise would have. Therefore, persons who are already fully vaccinated are ineligible to receive incentives.

Vaccination Rates in the City of Little Rock

Information below is as of September 2, 2021, and is available from the Arkansas Center for Health Improvement at www.achi.net/covid-19.

Overall, 46% of residents of Little Rock are fully vaccinated.

The percent of residents who are fully vaccinated by zip code is below; please note zip codes do not align perfectly with city boundaries.

- 72209 33%
- 72103 36%
- 72204 38%
- 72206 39%
- 72202 47%
- 72701 49%
- 72211 49%
- 72205 50%
- 72227 51%
- 72207 51%
- 72212 57%

72209 and 72204 are key zip codes for incentives given the population density and lower rates of vaccination.

Vaccination Incentives

To increase the vaccination rate for the City of Little Rock overall while focusing in the areas with the lowest vaccination rates, the City will provide incentives at City-sponsored vaccine clinics with a concentration on Little Rock residents of 72209 and 72204.

VISA Rewards Cards will be given to participants who are vaccinated at vaccine clinics hosted by the City of Little Rock beginning September 11, 2021, and at subsequent clinics listed at the City's website, www.littlerock.gov.

VISA Rewards Cards will be distributed on site for those who receive vaccinations; proof of vaccination is required to receive the incentive. No additional documentation is required to receive the incentive.

VISA Rewards Cards incentives are only available to persons who receive vaccination(s) at City-sponsored vaccine clinics.

VISA Rewards Cards incentives are not available to persons who are already fully vaccinated prior to the City-sponsored vaccine clinics.

The maximum incentive for an individual is \$100.

There is no limit to the number of individuals per household who can receive incentives.

In the event that the demand for gift cards exceeds the supply of gift cards immediately available during a clinic, City staff will ask for mailing information to send gift cards to those persons who were vaccinated but did not receive a gift card. For those persons who prefer to pick up their gift card in person, staff will maintain a list of names and will instruct them on when and where the gift cards will be available for pick-up; proof of vaccination at the City-sponsored clinic will be required to receive gift cards.

If vaccinations are approved for children under 12, incentives will be available if funds remain.

Incentives for City-Sponsored Clinics with Pfizer Vaccine (must be 12 and older)

- For City-sponsored clinics offering the Pfizer vaccine, persons who are unvaccinated and receive their first dose of the Pfizer vaccine on site will receive a VISA Rewards Card in the amount of \$50. Proof of vaccination is required to receive the incentive.
- Persons who have already received one dose of the Pfizer vaccine at a clinic where the City was *NOT* issuing VISA Rewards Cards but who receive their second dose of the Pfizer vaccine at a City-sponsored clinic will receive a VISA Rewards Card in the amount of \$100. Proof of vaccination is required to receive the incentive.
- Persons who received their first Pfizer vaccine and a VISA Rewards card in the amount of \$50 at a previous City-sponsored clinic can attend a subsequent City-sponsored clinic where the Pfizer vaccine is offered to receive their second dose. Upon receipt of the second dose at a City-sponsored clinic, these persons will receive a second VISA Rewards Card in the amount of \$50.

Incentives for City-Sponsored Clinics with Moderna Vaccine (must be 18 and older)

- For City-sponsored clinics offering the Moderna vaccine, persons who are unvaccinated and receive their first dose of the Moderna vaccine on site will receive a VISA Rewards Card in the amount of \$50. Proof of vaccination is required to receive the incentive.
- Persons who have already received one dose of the Moderna vaccine at a clinic where the City was *NOT* issuing VISA Rewards Cards but who receive their second dose of the Moderna vaccine at a

City-sponsored clinic will receive a VISA Rewards Card in the amount of \$100. Proof of vaccination is required to receive the incentive.

- Persons who received their first Moderna vaccine at a City-sponsored clinic where they were given a VISA Rewards Card in the amount of \$50 can attend a subsequent City-sponsored clinic where the Moderna vaccine is offered to receive their second dose. Upon receipt of the second dose at a City-sponsored clinic, these persons will receive a second VISA Rewards Card in the amount of \$50.

Incentives for City-Sponsored Clinics with Johnson & Johnson Vaccine (must be 18 and older)

- For City-sponsored clinics offering the Johnson and Johnson vaccine, persons who are unvaccinated and receive their single dose on site will receive a single VISA Rewards Card in the amount of \$100.

No Incentives for Booster Shots

- At this time, incentives are not available to persons receiving a booster shot.

List of City-Sponsored Vaccine Clinics with Incentives

The City of Little Rock will host multiple vaccine clinics in areas of the City with the lowest vaccination rates.

- Saturday September 11, 2021, from 1-5 at Southwest Community Center
 - First and second dose of Pfizer will be available
- Saturday, October 2, 2021, from 1-5 at Southwest Community Center
 - First and second dose of Pfizer will be available
- Saturday, November 6, 2021, from 1-5 at West Central Community Center
 - First and second dose of Moderna will be available
 - Johnson and Johnson will be available
- Saturday, December 4, 2021, from 1-5 at West Central Community Center
 - First and second dose of Moderna will be available
 - Johnson and Johnson will be available
- Staff is working to coordinate mobile units at larger apartment complexes, and those dates will be communicated directly to those residents as dates are established.

Additional clinics will be scheduled and listed on the City's website at www.littlerock.gov.